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HOUSE JOINT RESOLUTION 1158
By Langster

A RESOLUTION to recognize and congratulate the Lamar, Reilly, and Switzer families and the staff of the Lamar Advertising Company upon the occasion of the company's one-hundredth anniversary.

WHEREAS, it is a privilege for the members of this General Assembly to pay tribute to those exemplary businesses that have distinguished themselves as leaders in their respective fields; and

WHEREAS, the Lamar Advertising Company is most assuredly one such outstanding business concern that is richly deserving of this body's praise; and

WHEREAS, a thriving outdoor advertising company, Lamar Advertising was established by J.M. Coe, the owner of the Pensacola Amusement Company in Pensacola, Florida, when he was granted a charter from the Associated Bill Posters of the United States on March 5, 1902; Mr. Coe planned to use the poster company to advertise the coming attractions for his opera house; and

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WHEREAS, in 1905, J.M. Coe entered into a partnership with Charles W. Lamar, Sr., the president of the American National Bank in Pensacola; in 1908, Mr. Coe and Mr. Lamar dissolved their partnership and divided their interests; and

WHEREAS, using a coin toss to determine who would receive the new poster company and who would receive the lucrative opera house, J.M. Coe won the toss and received the opera house, while Charles W. Lamar was awarded the poster company; and

WHEREAS, the opera house has since been destroyed by fire, while the poster company has developed into the Lamar Advertising Company, one of the largest outdoor advertising companies in the nation; and

WHEREAS, since its inception one hundred years ago, Lamar Advertising has been under the control of four generations of the family of Charles W. Lamar, Sr., who successfully led the business from 1902 to 1944; under his astute leadership, the company had increased its area of operations to include Pensacola, Baton Rouge, and Jackson by 1938; and

WHEREAS, Charles W. Lamar, Sr., at his death in 1944, bequeathed his advertising business to his two sons, Charles W. Lamar, Jr. and L.V. Lamar; sharing the company's leadership, L.V. Lamar headed the Mississippi operations, and Charles Lamar and his two sisters managed the properties in Florida and Louisiana; and

WHEREAS, by 1956, the Lamar Advertising Company had flourished to include interests in Houma, Tallahassee, and South Louisiana; and

WHEREAS, Charles W. Lamar, Jr., died in 1960, leaving the company under the able management of Kevin Reilly, Sr., who was the husband of Charles W. Lamar, Sr.'s granddaughter, Ann Switzer Reilly; Albert Lamar served as the Lamar family representative during this time; and

WHEREAS, under Kevin Reilly's progressive leadership, Lamar Advertising entered into a period of unprecedented growth; the company's annual net revenue increased from \$730,000 in 1960 to \$70 million in 1989; and

WHEREAS, at Mr. Reilly's judicious direction, the Lamar Advertising Company acquired and installed its own computer system to process accounting and management information in 1973; and

WHEREAS, Lamar Advertising had established thirty-three operating companies and was utilizing regional managers by 1983; in 1988, the company was awarded the first logo contract in Nebraska; and

WHEREAS, in 1965, Congress passed the Highway Beautification Act, which limited many of the outdoor structures in the United States; at this time many owners of outdoor advertising companies looked to sell their businesses; and

WHEREAS, a leader of great vision, Kevin Reilly saw the new law as a golden opportunity to expand the company's holdings, and during this time he greatly increased the structures and operation areas of the Lamar Advertising Company; and

WHEREAS, since 1989, Lamar Advertising has been ably managed by Kevin Reilly, Jr., Sean Reilly, and Charlie Lamar out of Baton Rouge and Bobby Switzer out of Pensacola; and

WHEREAS, the Lamar Advertising Company was fittingly awarded the first transit advertising contract in Knoxville in 1993; and

WHEREAS, on August 1, 1996, the Lamar family sold fourteen percent of their stock to the public, and the Lamar Advertising Company became a publicly-traded company on the NASDAQ exchange under the symbol LAMR; and

WHEREAS, several recent acquisitions by Lamar Advertising have greatly increased the size of the company, and the number of its employees and structures; in 1999, the Lamar Advertising Company acquired Chancellor, which more than doubled the size of the company; recently, the company has also acquired Advantage, Monarch Outdoor, and Delite Outdoor; and

WHEREAS, as of January of 2002, Lamar Advertising had accumulated 152 outdoor offices, including 21 Logo states and the Province of Ontario, as well as 40 transit programs;

under today's dynamic leadership, the Lamar Advertising Company earned a net revenue of \$729 million in 2001; and

WHEREAS, ever faithful to its core values of family, local autonomy, and a strong work ethic, Lamar Advertising is sure to prosper in the next one hundred years, building on its strong historical foundation and continuing to serve as an outstanding example of the American dream; and

WHEREAS, this General Assembly finds it appropriate to pause in its deliberations to acknowledge and applaud the good people who comprise Lamar Advertising Company for their ongoing commitment to excellence upon the occasion of the company's one hundredth anniversary; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED SECOND GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, That we hereby recognize the Lamar, Reilly, and Switzer families and the staff of the Lamar Advertising Company on the occasion of the company's one hundredth anniversary, commend their hard work and stalwart commitment to excellence in business, and extend to them our best wishes for every continued success in their future endeavors.

BE IT FURTHER RESOLVED, That an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.